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What strategies has your company employed to access new markets, to fuel expansion?

At Almonard, we've always believed that **expansion is a double-edged sword**. While it's a natural business aspiration, it can easily lead to a **distraction of focus and a dilution of core competence**. That's why we've consciously chosen to stay sharply focused on what we know we do best – building cooling solutions for India.

When it comes to geographic markets, **over 90% of our business is still rooted in India**, and we believe that's a conscious strength. What is happening in India right now is a convergence that occurs once in a generation. That said, we do export to the **Middle East and Africa** regularly, and will increase the same every year.

Our approach to expansion has always been pull-based, not push-driven. We don't enter markets to create artificial demand. We earn our space by staying true to our promise: to deliver robust, long-lasting, high-performance fans. Our customers' growth creates the pull – and we rise to meet it. No growth is worth compromising the trust and expectations built over decades.

What is your company's growth strategy for the next 3-5 years?

At Almonard, we believe that the foundation of growth lies in staying

deeply connected to what our customers truly need – especially MSMEs, who form the backbone of India's industrial economy. From a cooling solutions provider, MSMEs demand premium-quality products that last long, timely delivery, complete solutions for ventilation, circulation, displacement, and air filtration and after-sales service that makes the entire experience hassle-free,

That's exactly what our growth strategy is.

We are committed to producing **peak-performance products through continuous process innovation**. To meet rising demand and improve delivery speed, we are now **increasing production volumes through new factories**. Equally important is our evolution into a **360-degree air solutions provider**. We no longer just sell fans – we provide complete systems that clean, move, and regulate air in workshops, factories, and warehouses.

Our **pan-India service network** of trained technicians ensures that every customer – from metro cities to tier-3 towns – receives responsive and professional support.

We're building for tomorrow – because **air is getting hotter, India is growing faster, and we're ready for the future.** ■

How has your company evolved since its inception?

Almonard was born out of a simple but powerful idea – to build an engineering marvel capable of withstanding the sweltering heat inside India's manufacturing units. That core ethos – to engineer products that combine **durability, quality, and performance** – has remained the bedrock of our journey over the past five decades.

At Almonard, we believe that anything worth doing is worth doing for decades. That's why our fans are known to last not just years, but generations – a value deeply appreciated by our industrial and institutional customers across India.

From a core set of industrial fans, we diversified into residential and commercial fans, exhaust and ventilation systems, air circulators, and pollution control systems. Today, we have over **180 SKUs**, covering every corner of the air movement and filtration segment.